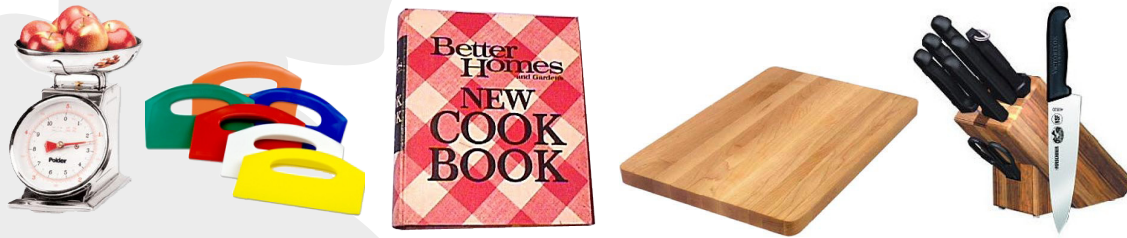


RESEARCH

THE NEED: CUTTING BOARDS SERVE A SIMPLE PURPOSE IN THE HOUSEHOLD OF ONLY PROVIDING A MEDIUM TO CUT FOOD UPON. LITTLE HAS BEEN DONE TO COMBINE THE EFFORTS OF THE KITCHEN INTO THE SIMPLE, COMPACT BOARD.



EXISTING PRODUCTS



Gourmet Cutting Board

TARGETED USER

MALE / FEMALE

AGES: 30-70

INCOME: 100K + PER YEAR

ENJOYS COOKING

EMBRACES TECHNOLOGY



 **Electrolux**

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